

CLAIMS

- 1 A method of delivering a newspaper or magazine, including:
formatting information of the newspaper or magazine in a computer system;
the information including at least one user interactive element which enables a
5 user to indicate a request for further information relating to contents of the newspaper or
magazine by interacting with the element using a sensing device which is adapted to
transmit data indicating the request to the computer system; and
printing the information at a printer networked with the computer system so as
to produce the newspaper or magazine.
- 10 2. A method as claimed in claim 1 wherein the further information relates to
editorial content.
3. A method as claimed in claim 1 wherein the further information relates to
15 advertising material.
4. A method as claimed in claim 3, wherein the advertising material is included in
the formatted information on the basis of demographics of the user.
- 20 5. A method as claimed claim 1, wherein the newspaper or magazine includes
coded data indicative of an identity of the newspaper or magazine and of the at least one
interactive element and wherein the data includes receiving, in the computer system,
indicating data from the sensing device regarding the identity of the newspaper or
magazine and of a position of the sensing device relative to the newspaper or magazine
25 in order to identify the newspaper or magazine and determine when the sensing device is
used to interact with the element.
6. A method as claimed in claim 5, including receiving, in the computer system,

movement data regarding movement of the sensing device relative to the newspaper or magazine.

7. A method as claimed in claim 6, including the sensing device sensing its
5 movement relative to the newspaper or magazine using the coded data, and identifying
the response in the computer system from the movement being at least partially within a
zone associated with the interactive element.
8. A method as claimed in claim 1, wherein the sensing device includes an
10 identification code specific to a particular user and the method includes monitoring use
of the sensing device in the computer system.
9. A method as claimed in claim 1, including printing the newspaper or magazine
on demand.
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10. A method as claimed in claim 5, including printing the formatted information
on a surface of a surface-defining structure and, at the same time, printing the coded data
on the surface.
- 20 11. A method as claimed in claim 10 which includes printing the coded data to be
substantially invisible in the visible spectrum.
12. A method as claimed in claim 5, including retaining a retrievable record of the
printed newspaper or magazine, the newspaper or magazine being retrievable using the
25 identity data as contained in the coded data.
13. A method as claimed in claim 1, including distributing a plurality of
newspapers or magazines using a mixture of multicast and pointcast communications

protocols.

14. A method as claimed claim 1, in which the newspaper or magazine is printed on multiple pages and in which the method includes binding the pages.

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~~15.~~ A system for delivering newspaper or magazine, including:

a computer system with a publication server adapted to select and format information of a newspaper or magazine;

10 a printer for printing the information so as to produce the newspaper or magazine, with at least one interactive element to enable a user to indicate a request for further information relating to content of the newspaper or magazine; and

a sensing device used to indicate the request and adapted to transmit data to the computer system.

15 16. A system as claimed in claim 14, wherein the publication server is adapted to include at least a portion of the content as advertising material.

17. A system as claimed in claim 15, wherein the advertising material is included with reference to user content preferences.

20 18. A system as claimed in claim 14, further including an advertising server for providing the advertising material to the publication server.

19. A system as claimed in claim 14, further including a registration server where demographic data of the user is stored for access by the publication server, in order to
25 allow the advertising material to be demographically targeted.

20. A system as claimed in claim 14, wherein the newspaper or magazine includes coded data including data indicative of the interactive element and identifying data

21. A system as claimed in claim 19, wherein the computer system is adapted to
5 receive movement data regarding movement of the sensing device relative to the
newspaper or magazine, and interpret said movement of the sensing device as it relates
to said at least one element.

23. A system as claimed in claim 14, wherein the sensing device includes an identification code specific to a particular user and the computer system is arranged to monitor the use of the sensing device.

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24. A system as claimed in claim 14, wherein the sensing device includes a marking nib.

25. A system as claimed in claim 14, wherein the newspaper or magazine is printed
20 on a surface of a surface-defining structure and wherein the printer prints the newspaper
or magazine on demand.

26. A system as claimed in claim 19, wherein the printer is arranged to print the coded data at the same time as printing the newspaper or magazine on a surface-defining structure.

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29. A system as claimed in claim 14, wherein the printer includes a binding means for binding the newspaper or magazine in the event the newspaper or magazine includes a plurality of pages.

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